LAST UPDATED: MAY 13, 2024 3:34 PM

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OMAHA STEAKS PROMOTIONS

STYLE GUIDE

2024

JOB #: 1338653968
IN MARKET DATE(S): MAY 28 – JULY 8, 2024

Concept Designer: Jason Balcerak | Digital Designer: Brittney Carney, Gary Weissmann | Copywriter: Frank Oles | PM: Geoffrey Green | Requestor: Shannon Kelly

LOGO/LOCKUP

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DOWNLOAD ASSETS

OMAHA STEAKS LOGO

PROMO HEADLINE LOCKUP

DISCLAIMERS
Must be included within ALL creative featuring Omaha Steaks promotion. Must be within close proximity to the body copy and/or the promo headline containing the word "FREE" wherever possible.

◊Customer must pay $19.99 shipping fee. Redeem by 7/31/24. Limit 3 codes per household. Terms apply, visit OmahaSteaks.com/Ace for code redemption and more information. Grill Purchase in-store only at participating Ace retailers.
◊◊Excludes Weber grills.

COLOR PALETTE

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PRIMARY

CMYK	CMYK	CMYK	CMYK
C 0	C 70	C 44	C 8
M 100	M 65	M 34	M 5
Y 81	Y 65	Y 34	Y 9
K 4	K 60	K 1	K 0
RGB	RGB	RGB	RGB
R 212	R 48	R 149	R 232
G 0	G 48	G 153	G 232
B 41	B 47	B 156	B 227
HEX	HEX	HEX	HEX
#D40029	#31302f	#95999c	#e8e8e3

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherance to brand standards.
Our standard price treatment remains the same throughout the quarter.

HEADLINE

Roboto Black | UPPERCASE | Optical Kerning - 0

Subhead

Roboto Bold | Title Case | Optical Kerning - 0

Body

Roboto Regular | Sentence case | Optical Kerning - 0

LOGO FONT

Sailors Rough | UPPERCASE | Optical Kerning 100

BACKGROUNDS

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DARK WOOD BACKGROUND

BURGERS/FRANKS PHOTO

DOWNLOAD ASSETS

Collateral Examples

POSTER

12 FREE◊ BURGERS
+12 FREE◊ FRANKS
◊Grill purchase required. $19.99 shipping not included
AMERICA'S ORIGINAL BUTCHER
OMAHA STEAKS
SINCE 1917
AMERICA'S ORIGINAL BUTCHER
OMAHA STEAKS
SINCE 1917
YOUR FIRST COOKOUT IS ON THE HOUSE
When you buy a grill◊◊ in-store at participating Ace Hardware locations from 5/28/24–7/8/24, you'll get a code good for 12 Omaha Steaks Burgers and 12 Gourmet Jumbo Franks ◊ FREE.
A $62.98 VALUE!
◊$19.99 SHIPPING NOT INCLUDED. SEE BELOW FOR MORE DETAILS.
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◊Customer must pay $19.99 shipping fee. Redeem by 7/31/24. Limit 3 codes per household.
Terms apply, visit OmahaSteaks.com/Ace for code redemption and more information.
◊◊Excludes Weber grills.

CIRCULAR FULL PAGE MOD

AMERICA'S ORIGINAL BUTCHER
OMAHA STEAKS
SINCE 1917

YOUR FIRST COOKOUT IS ON THE HOUSE

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A $62.98 VALUE!

◊$19.99 SHIPPING NOT INCLUDED. SEE BELOW FOR MORE DETAILS.

◊Customer must pay $19.99 shipping fee. Redeem by 7/31/24. Limit 3 codes per household.
Terms apply, visit OmahaSteaks.com/Ace for code redemption and more information.
◊◊Excludes Weber grills.

VALID **IN-STORE ONLY**

GATEFOLD

YOUR FIRST COOKOUT IS ON THE HOUSE

When you buy a grill** in-store at participating Ace Hardware locations from 5/28/24–7/8/24, you'll get a code good for 12 Omaha Steaks Burgers and 12 Gourmet Jumbo Franks* FREE. **A $62.98 VALUE!**

***$19.99 SHIPPING NOT INCLUDED. SEE BELOW FOR MORE DETAILS.**

*Customer must pay $19.99 shipping fee. Redeem by 7/31/24. Limit 3 codes per household. Terms apply, visit OmahaSteaks.com/Ace for code redemption and more information.

****Excludes Weber grills.**

REWARDS DIRECT MAIL MOD

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AMERICA'S ORIGINAL BUTCHER
OMAHA STEAKS
SINCE 1917

YOUR FIRST COOKOUT IS ON THE HOUSE

When you buy a grill[◊◊] in-store at participating Ace Hardware locations from 5/28/24–7/8/24, you'll get a code good for 12 Omaha Steaks Burgers and 12 Gourmet Jumbo Franks [◊] FREE.

A $62.98 VALUE!

[◊]$19.99 SHIPPING NOT INCLUDED. SEE BELOW FOR MORE DETAILS.

[◊]Customer must pay $19.99 shipping fee. Redeem by 7/31/24. Limit 3 codes per household. Terms apply, visit OmahaSteaks.com/Ace for code redemption and more information.
[◊◊]Excludes Weber grills.

VALID **IN-STORE ONLY**

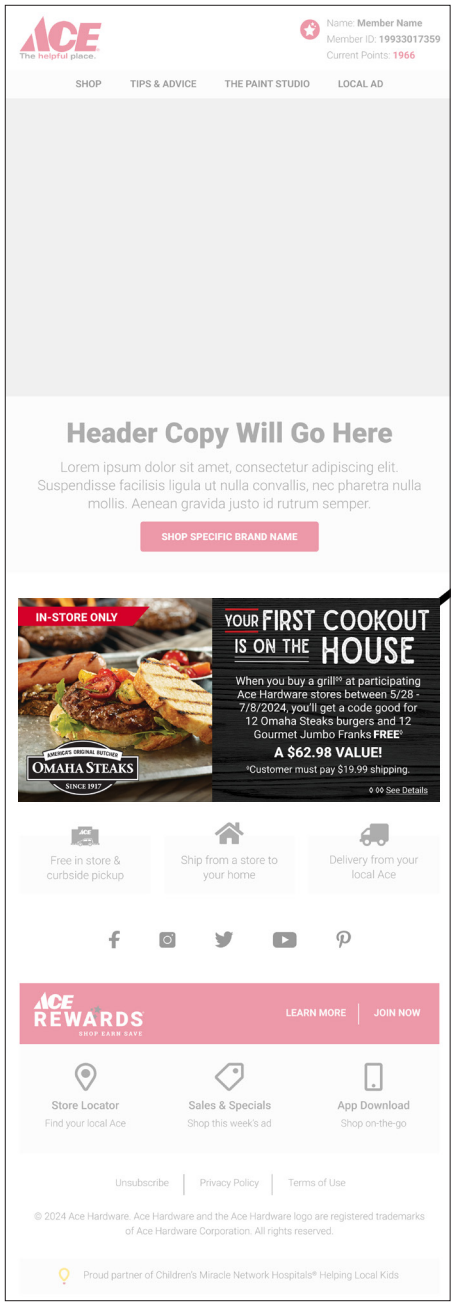
NAME ACE HARDWARE
123 NAME STREET
NAMETOWN, STATE 12345

FPO

Customer ID #: XXXXXXXXXXX
Sample A. Sample
123 Name Street
Nametown, State 12345

Around the block. What you need in stock.
With service so good, it's guaranteed[‡].

Email
Full-width marketing banners
Optional for Rewards Team to add into email sends



Enlarged for Review Below
Banner may be inserted into emails as determined by the email team as a secondary message

1080x1080

1080x1920

Social Post Copy (National)

HEADLINE (32 Character Max
Your First Cookout is on the House◊

TEXT COPY (125 Character Max)
Buy a grill◊◊ at participating Ace stores from 5/28 – 7/8/2024, get a code for 12 Omaha Steaks Burgers and 12 Franks FREE◊.

LINK DESCRIPTION (18 Character Max)
Shop Now

Pinterest

HEADLINE (100 Character Max)
Your First Cookout is on the House◊

MAIN COPY (500 Character Max)
Buy a grill◊◊ from Ace Hardware and your first cookout is on us! Purchase a grill at participating Ace Hardware stores between 5/28 – 7/8/2024, you'll get a code good for 12 Omaha Steaks Burgers and 12 Gourmet Jumbo Franks FREE◊. That's a $62.98 VALUE! Customer must pay $19.99 shipping fee. Redeem by 7/08/24. Limit 3 codes per household. Offer only available in-store at participating Ace retailers. Terms apply, visit OmahaSteaks.com/Ace for code redemption and more information.

DOTCOM

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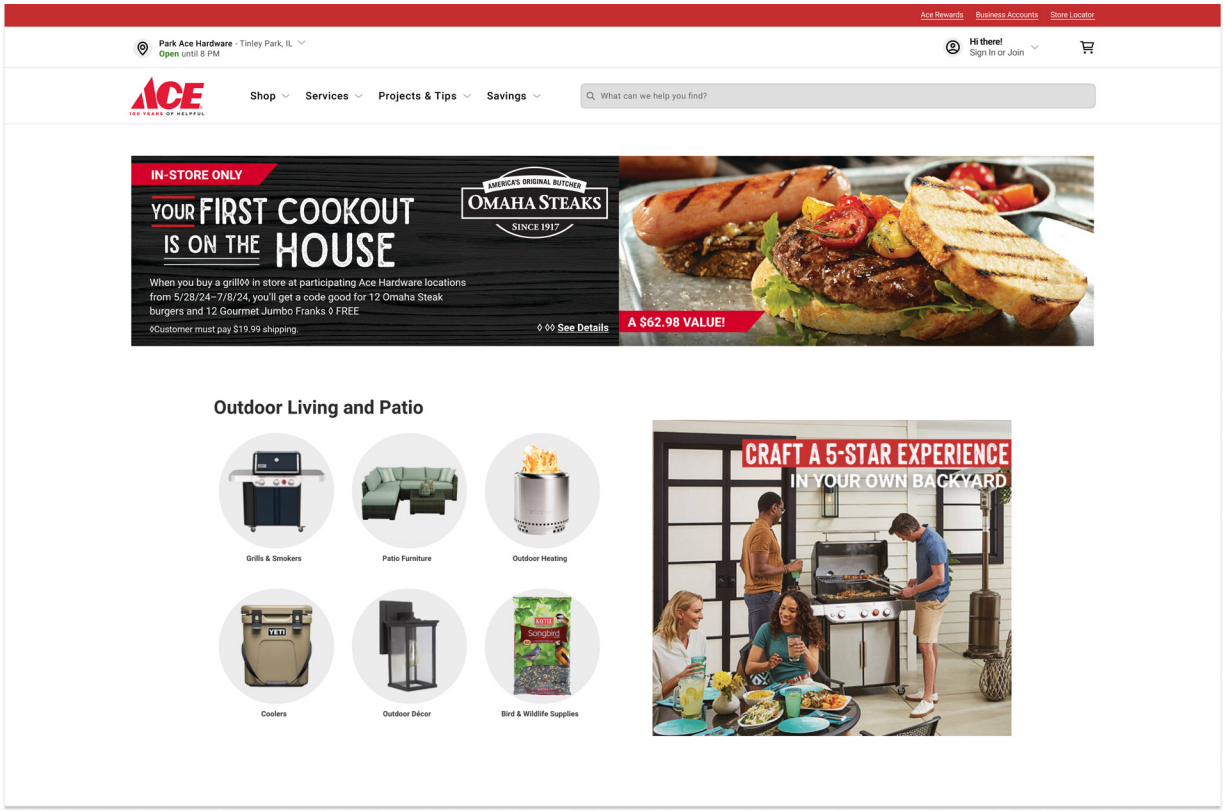
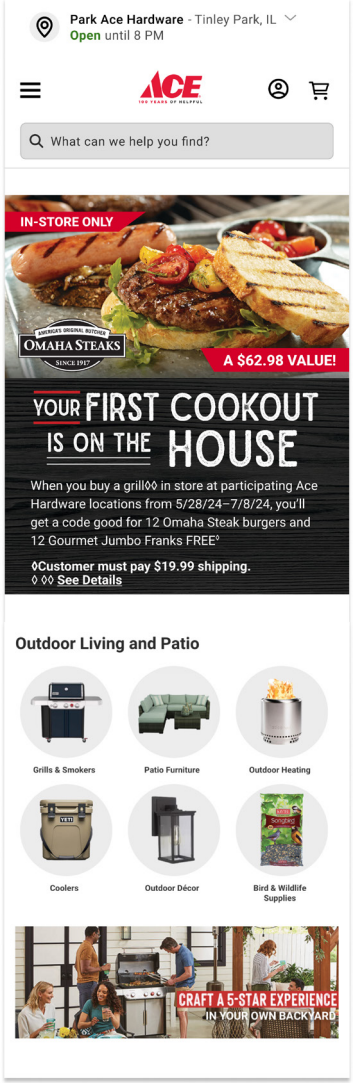
DESKTOP



MOBILE